



December 21, 2009

Vol. V, Issue 11

### ***Healthy Hometown Advisory Council Meeting Scheduled for January 7<sup>th</sup>***

Ring in the Healthy New Year at our next **Healthy Hometown Advisory Council Meeting, January 7, 10:00 am** in the Forum at the Department of Public Health & Wellness, 400 East Gray Street. Mayor Abramson will be on hand to start the New Year out right by presenting our 2009 Leadership Awards to those volunteers who have really stepped up this year. Dr. Troutman will present a rousing year in review. Be sure to join us! RSVP to [mary.bradley@louisvilleky.gov](mailto:mary.bradley@louisvilleky.gov).

### ***Food Summit Scheduled for March 12 & 13***

Save the date for the 2<sup>nd</sup> annual Louisville Food Summit entitled “Everybody Eats: *Ingredients for Change*” on Saturday, March 13, 2010 at Meyzeek Middle School. This year’s Food Summit will feature the documentary Food, Inc. as part of a national campaign called *Ingredients for Change*. The day will also include a tour of several Louisville-based food initiatives and interaction with nationally renowned author Joel Salatin of [Polyface Inc.](http://Polyface Inc.) who will moderate a discussion following the movie. Our partners at Community Farm Alliance will kick off the Food Summit with a dinner at Foxhollow Farm also featuring Joel Salatin as keynote speaker. Tickets will go on sale in January for the dinner. Support for the *Ingredients for Change* Campaign was provided by a grant from the Robert Wood Johnson Foundation® in Princeton, New Jersey ([www.rwjf.org](http://www.rwjf.org)).

### ***New York City Launches New Internet Video on Sugar Sweetened Beverages***

Sugar sweetened beverages are the largest single contributor of empty calories to the American diet and their consumption has increased dramatically. To help raise awareness about the contribution of sugar sweetened beverages to the obesity epidemic and diabetes, the New York City Department of Health released [Pouring on the Pounds](#), a viral video that we think is pretty thought provoking! While playful, it’s message is serious, and we hope you will pass it on.

### ***Mayor’s Miles Continue to Spread throughout the Metro***

Mayor’s Miles are the fun and increasingly popular way to encourage walking throughout the city. A new Mayor’s Mile is now on site at Waterfront Park and provides both a 1-mile and 2-mile walking option. Look for the starting point on Witherspoon Street near the Fleur de Lis Gardens. A new Mayor’s Mile is currently being installed on the Spalding University Campus. This Mile features a new stenciled ground marking feature which we hope to make available for other Mayor’s Miles as well. UPS just signed on for a new Mayor’s Mile at its Outer Loop facility for employees as part of their worksite wellness activities. And plans are underway to install a Mayor’s Mile at Wellington Elementary, one of the new fitness magnet schools. For more information about how you can get a Mayor’s Mile for your business, neighborhood or school, contact [marigny.bostock@louisvilleky.gov](mailto:marigny.bostock@louisvilleky.gov).

### ***“StreetSense!” Continues to Carry Safety Message***

In light of Louisville's recent designation as the 7<sup>th</sup> most dangerous city for pedestrians, Mayor Abramson, Chief White and Dr. Troutman have stepped up the budget and extensions of our new ped/bike safety campaign entitled "StreetSense." Additional funding will allow us to buy more television commercials and be part of more activities to help spread the word. Launched in late summer, the campaign includes an informational website as well as the use of mass media to get out important safety messages. Print ads, radio spots, outdoor boards and a specially wrapped TARC bus are targeted to pedestrians, cyclists and motorists to encourage each group to take more responsibility for their own safety as well as share the road with others. New funding will allow the campaign to extend into the New Year. The campaign is coordinated through the Step Up, Louisville! Task Force, the result of last year's Pedestrian Summit. For more safety info, go to [www.louisvilleky.gov/streetsense](http://www.louisvilleky.gov/streetsense).

### ***Upcoming Mayor's Healthy Hometown Movement Committee Meetings:***

**All meetings are held at the Louisville Metro Health Dept., 400 East Gray Street unless otherwise noted.**

<b>Active Living</b>	<b>January 19</b>	<b>10:00 am</b>	<b>TARC Boardroom</b>
<b>Food In Neighborhoods</b>	<b>January 11</b>	<b>5:30 pm</b>	<b>Downtown YMCA Association Office</b>
<b>Schools</b>	<b>January 14</b>	<b>10:00 am</b>	<b>Gheens Academy</b>
<b>Worksite Wellness</b>	<b>January 21</b>	<b>8:00 am</b>	<b>Baptist East Milestone Wellness Center</b>
<b>Step Up, Louisville! Task Force Bike Louisville</b>	<b>January 19</b>	<b>10:00 am</b>	<b>Joint meeting with Active Living and</b>

**Contact [marigny.bostock@louisvilleky.gov](mailto:marigny.bostock@louisvilleky.gov) to RSVP or for more information.**

### ***Healthy Hometown Partner News:***

#### ***Introducing the Wellness Zone***

The Humana Foundation and a number of community partners have introduced The Wellness Information Zone at [wellzone.org](http://wellzone.org). WZ is a national health literacy initiative offering easy access to basic health information in everyday language, especially at the point of need. Along with the website, WZ offers kiosks dedicated to e-health information in community centers, health clinics, libraries, schools and other non-profits along with trained health information guides, including librarians, health professionals and volunteers. Navigation of the site is easy with talking video guides providing brief tours of the homepage and topic areas. The site features a variety of audio and video formats as well as different languages. This non-commercial site is free to anyone with an internet connection. The goal is to quickly connect the consumer to basic and reliable information. For more info, go to [wellzone.org](http://wellzone.org) or [humanafoundation.org](http://humanafoundation.org).

***Mayor's Healthy Hometown Health Tip Posters*** are available! Twelve posters with fun graphics and important information which encourages good nutrition and the benefits of physical activity are posted on the ***Healthy Hometown*** website. All posters are designed for display at your place of work, study, worship or play.

To receive these posters via e-mail attachment, contact [smlcomm@att.net](mailto:smlcomm@att.net) or they can be downloaded from the *Healthy Hometown* website at [www.louisvilleky.gov/mhbm](http://www.louisvilleky.gov/mhbm).

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The *Mayor's Healthy Hometown Movement News* is designed to keep you informed of important Healthy Hometown Happenings as well as create a communications connection for all *Healthy Hometown* partners and interested participants. We encourage you to share any news, events and updates generated through your organizations and efforts ---all part of the Mayor's goal to make this one of the healthiest communities in America.

**To submit information** for publication consideration, please **DO NOT HIT REPLY**. Send edited items, including specific dates and times for events to [smlcomm@att.net](mailto:smlcomm@att.net). Please include any pertinent web links and an e-mail source for more information.

This is a publication of the **Mayor's Healthy Hometown Movement** and is distributed through the Louisville Metro Health Department. Please feel free to share this newsletter with anyone who has an interest in a healthy community. If you do not wish to receive this newsletter please notify us at [mary.bradley@louisvilleky.gov](mailto:mary.bradley@louisvilleky.gov).